Bitter ending at NBC ☐ GOP convention dominates broadcast week ☐ Cable deregulation coming up at FCC

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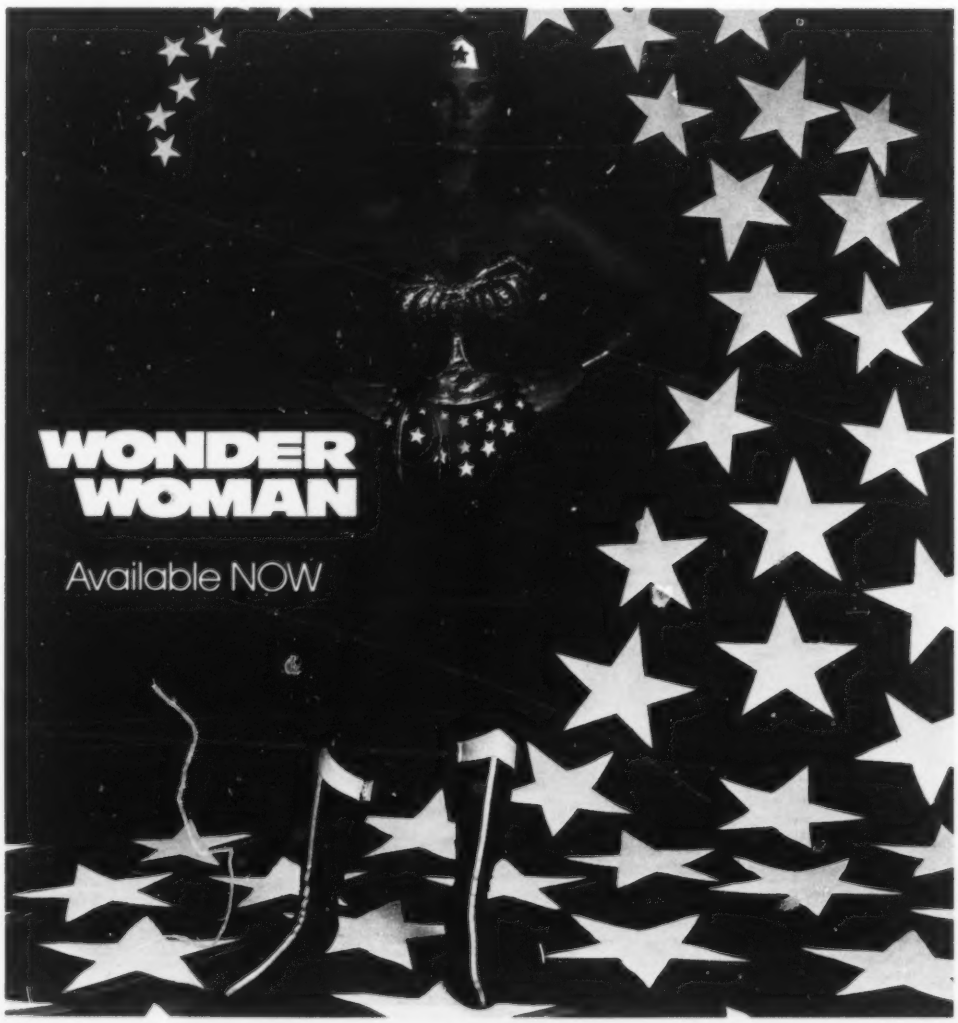

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The Week in Brief

TOP OF THE WEEK

GOP UP TO BAT ☐ The media have descended on Detroit for a Republican National Convention expected to produce little dramatic or hard news. But the broadcasting story could be how independent stations and networks meet the coverage challenge. **PAGE 20.** As a warm-up, ABC News holds a mirror to the networks and political campaigning. **PAGE 21.**

FIRST TO GO? ☐ The acrimonious ouster of NBC Chairman Pfeiffer shortly after the blunt firing of RCA President Valente stirs speculation about the job security of other top executives in the organization. **PAGE 22.**

DECISIVE DAYS FOR CABLE ☐ The FCC is about to bite the bullet on distant signals and syndicated exclusivity. They're on the agenda for consideration July 22. **PAGE 24.**

SPECIAL REPORT

AND THE WINNER IS... ☐ Excellence in broadcasting and related fields has been recognized in another bumper crop of honors. BROADCASTING's fourth annual round-up of awards documents winners in the past 12 months. **PAGE 26.**

LAW & REGULATION

PIE-CUTTING NEAR ☐ The Copyright Royalty Tribunal, working its way through the stacks of conflicting claims to 1978 cable royalties, says it will categorize the claimants by the end of this month. Then it plans to make divisions within each category some time in September. **PAGE 45.**

RKO'S SPIN-OFF PROPOSAL ☐ The FCC's Broadcast Bureau believes the three revocations are punishment enough and that putting the other 13 licenses into an independent company is a possible alternative. However, NBMC and groups vying for the licenses see things differently. **PAGE 46.**

MEDIA

GETTING FOOT IN DOOR ☐ A White House conference on minority women in broadcasting is offered advice on expanding their position in the ownership ranks. **PAGE 49.**

STOP THE PROMOTION ☐ The publisher of the commercial *Washingtonian* magazine complains to the FCC about a new monthly publication of four of the nation's largest noncommercial stations. He claims on-air promotions support an enterprise that is commercial and competitive to him. **PAGE 51.**

SMOKE OVER PITTSBURGH ☐ A law suit and a federal probe cloud cable's future there. However, franchise winner Warner Cable carries on. **PAGE 52.**

BUSINESS

NARROWING THE GAP ☐ Media analyst Anthony Hoffman offers predictions on TV network billings next season. He expects ABC's prime-time total to decline to $302.7 million, CBS to climb to $275.7 million and NBC to gain to $256.7 million. **PAGE 53.**

MINIMAL THREAT ☐ A Young & Rubicam analysis concludes pay TV will have little impact on network television viewing through 1985. **PAGE 55.**

TECHNOLOGY

IFRB'S UPHILL PULL ☐ The international board faces manpower problems and computer complexities in its quest for an AM hemispheric plan. **PAGE 56.**

DBS STUDY CRITICIZED ☐ The NAB and NBC contend the FCC staff report on satellite-to-home service did not consider impact on local TV. **PAGE 57.**

JOURNALISM

REBUTTAL ☐ Accused last November by CBS News's *60 Minutes* of mismanaging its first nuclear plant, Illinois Power distributes its own *60 Minutes: Our Reply* that is put on blank videocassettes submitted by viewers. **PAGE 58.**

PROFILE

PEER POINTS FOR PIERPOINT ☐ Keeping a low profile, but maintaining high visibility at CBS since 1949, has earned respect for Robert Pierpoint at all levels of journalism and government. One manifestation of that came 10 weeks ago, when his colleagues accorded him the presidency of the White House Correspondents Association, a first for a broadcaster. **PAGE 81.**

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